

RE: Business Opportunity Rule, R511993

I applaud your efforts to stop fraudulent "get rich quick" business schemes.

This is **NOT** the case with the well established company STAMPIN' UP!, based outside Salt Lake City, Utah and a member of the Direct Sales Assn.

I have been a demonstrator with the company for over 9 years and I believe that Rule, R511993 could prevent me from continuing as a Stampin' Up! Demonstrator, making it very difficult, if not impossible, for me to sell the rubber stamps, ink, paper, scrapbooking and craft supplies and other Stampin' Up! products which have enhanced my life, (and the lives of my customers and new demonstrators), for over 15 years.

I was shocked when I heard one of the sections of the proposed rule is the seven-day waiting period to enroll new demonstrators. The seven-day waiting period is unnecessary, because Stampin' Up! already has a policy under which they will repurchase all products, including sales kits, at 90 percent of their cost, for up to a YEAR!

Many ladies walk into our local scrapbooking store and purchase hundreds of dollars of products which are sold as "No Return Or Exchange" and they have NO option for refund. Our starter kit costs less and they would get more products with a FULL guarantee, if they shopped with me.

I see the proposed rule also calls for the release of any information regarding lawsuits involving misrepresentation, or unfair or deceptive practices. It does not matter if the company was found innocent. Since today, anyone or any company can be sued for almost anything, why not just release information if there is a guilty verdict? That makes more sense than to tarnish the name of a company NOT convicted of any wrong doing.

WOW!----the final straw of the proposed rule requires the disclosure of a minimum of 10 prior purchasers nearest to the prospective purchaser. I hope NO ONE gives out MY name as a product purchaser---I have already suffered identity theft once! Anyone interested in joining my business group is welcome to attend our team meeting and meet other demonstrators (some who have been working for 8 years an up) on a face to face basis. I encourage them to meet and ask questions!!

I am very uncomfortable giving out the personal information of individuals (without their approval) to strangers. I don't want my name given to strangers and today everyone should be. If they have questions or need more information, there are many options to answer them, without legislation. I see this potential "Name List" idea as just what the **UN**scrupulous person is looking for to steal confidential downline information, or enable others to market products or services to them on the basis of their being connected with direct selling, without having requested such communications.

Since I have been a demonstrator with Stampin' Up! for more than 9 years, I can vouch for the long term commitment of the company. Originally, I just wanted to purchase at a discount, but now I have made life long friends and my family depends on this extra income to supplement our budget. I also work for the great incentives the company offers and have been on three terrific cruises!

I'm sure you all mean to do the best job possible, but it is clear you do not understand the effort required for a small independent direct selling business person to succeed. Your rulings would make it impossible. It's hard enough for me to get my taxes done properly.....the additional paperwork would drown me, and deny others of the great opportunity that I currently enjoy!

Thank you for your time in considering my comments.

Sincerely,
Julie Lisle